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MOVERS & SHAKERS
Mia Thomas

New radio station hit by thieves

Just getting on the airwaves is proving to be a bumpy ride for Burnaby's newest AM radio station, RJ1200.

Its production company was hit by thieves last week who stole all their production equipment and on-air computers from the station and vandalized recording equipment.

Sudhir Datta, i.t. Productions' director of operations, said the thieves seemed to know what they wanted, leaving behind personal and office computers that were out in plain sight while taking less visible units that look very much the same.

But it's not even the computers themselves that they need.

"The software contained in the missing units is an integral part of our operations," Datta said. "It's hard to imagine a theft could create a greater hardship for our staff and operations than this morning's incident."

What the thieves stole represents weeks, in some cases months, of work by the radio station's staff.

Bobobaby booming

Bobobaby is big in more than Burnaby.

The locally based manufacturer of frozen, organic, age-appropriate food for babies recently received a business excellence award from the Burnaby Board of Trade.

But the accolades didn't stop there. *Food in Canada* magazine has named the company a Top 10 Innovator for 2006, and Big Brothers of Vancouver presented Bobobaby founder Kalpa Solanki with its Five Years of Dedication and Service award, which includes time as a board director.

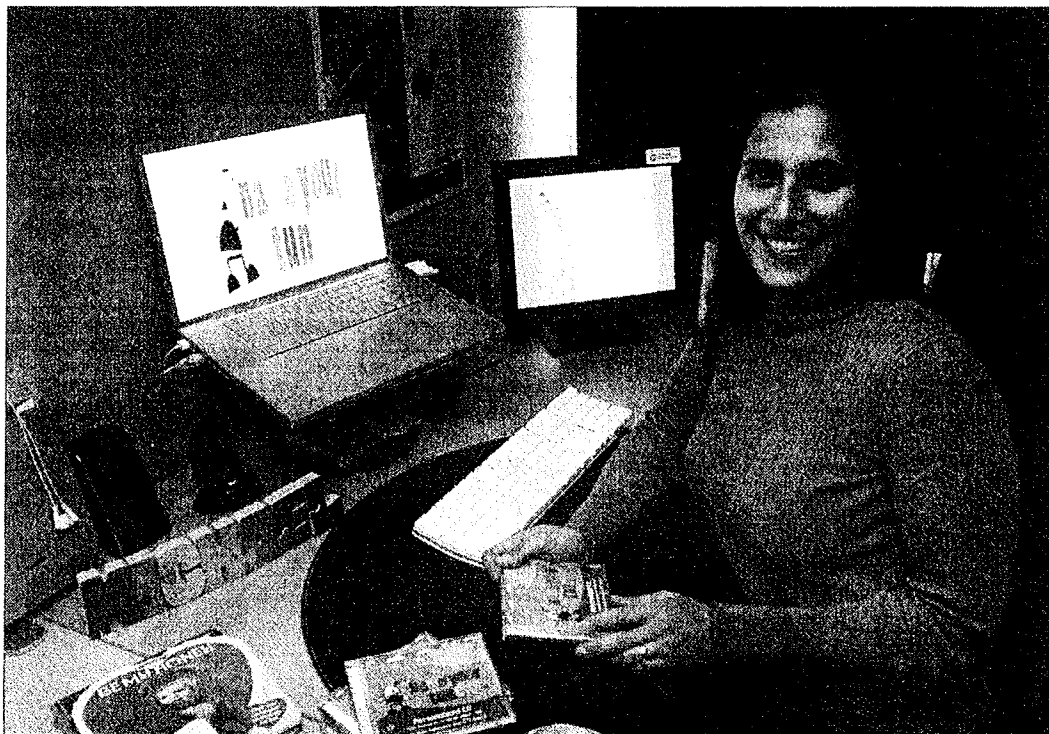
Solanki is past-president of the Simon Fraser University Alumni Association, which has presented her with a Volunteer Appreciation Award, and she was one of the few food industry executives invited to take part in the KPMG Executive Roundtable that focused on innovation in the food industry.

Bridal best

They're the best for brides. Bryan's Bride, a shop in Brentwood Town Centre, received the 2006 Best of Vancouver award for best bridal store.

The shop opened its 10,000-

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Magic in music: Jessica Kaplan runs Name Your Tune West with her husband, Mario Margaritis. Name Your Tune personalizes CDs with a child's name. If it's not in their library of available names, a request can be recorded in studio. Larry Wright/BURNABY NOW

There's a song for every child

Mia Thomas
staff reporter

From Jeanie with the light brown hair to Roxanne, and a million Marys in all their forms in between, there are many songs written with girls in mind.

But what if your child's name is Shiloh? Or Courtney?

Those girls – and the many boys who aren't Jimmy Dean, for that matter – can now hear their own names in song, thanks to Name Your Tune.

The company, which started in Toronto, has moved out west.

Jessica Kaplan and Mario Margaritis are running Name Your Tune West out of their Burnaby home.

"We started talking about it in the spring of this year, and we started developing it and launched it in September," Kaplan said. "We've had a really good response."

Name Your Tune produces customized CDs with 14 popular children's tunes such as *Wheels on the Bus* and *The More We Get Together*. The twist is that each song features a requested name of a child at least once, and that name appears more than 80 times on the whole CD.

Singers recorded the songs especially for this CD, and they periodically return to the studio

to add names.

Name Your Tune currently has 1,500 names in stock, from Aaron to Zoey.

Peter and Jane are there, but so are Priyanka and Jorryn.

They take care to make sure the names are pronounced according to family preference, even if that means another trip to the studio.

"Sometimes people will have a similar name but it's pronounced a different way," Kaplan said. "Because your child is hearing this when they're very young, you do want them to hear it the correct way."

And the spelling of the name on the CD is also personalized – Alana, Alanna and Alannah have all been requested, as have Jaydan, Jaeden, Jaedyn and Jayden.

That personal touch is what sells the CDs to children.

"People tell me that their kids are dancing and singing, and their eyes light up when they hear it," Kaplan said.

"It keeps them engaged and it makes them want to listen to it. It gets them involved and they really enjoy hearing their own name, so they get very focused."

And if a customer would like a name that isn't on the list, it can be added "so we can make the list as inclusive as possible,"

explained Kaplan.

Once the company expanded to British Columbia, many names had to be added to the list.

"There's a lot of names (here) that aren't in Toronto, so we've had to go into the studio," Kaplan said.

One can get an idea of Name Your Tune's customer base from the list – there are many cultures represented among the names that have already been recorded.

"It's definitely a product that appeals to everyone," Kaplan said.

If there are twins or children in the family who are close in age, the CD can be customized so it has both names on it, alternating between songs.

But in general Kaplan recommends a CD per child. "Sometimes it's almost better for them to have their own."

Kaplan said that they try to keep the products moving quickly: once a CD is ordered and paid for, it's sent through a fast postal service and arrives within a day or two, "depending on how far it has to go."

It only takes longer if a name isn't among those available. Then the arrival date is less exact.

"It really depends on the timing of the studio."

Name Your Tune West has

been out and about, letting people know about their CDs.

"It's such an exciting product. It was exciting to launch it out here," said Kaplan. "It's going well. It's really starting to take off now, so we're getting busier with this."

And their stall at Vancouver's Baby and Family Fair was "a huge success."

She explained they've restricted themselves to north of the 49th for now.

"I haven't specifically targeted U.S. markets yet. Right now we're really focusing on Western Canada."

They also give away gift certificates for CDs for auctions and charities within the community, something Kaplan said is important to them.

"We really do want to be part of the community."

For more information, visit their website, www.nytwest.ca, call 604-540-9596 or e-mail either jessica@nytwest.ca or mario@nytwest.ca.

The CDs are \$20 each, or two for \$36. Partial proceeds go to the Canadian Music Therapy Trust Fund, which helps music programs in the Vancouver area and across Canada.

For more on the trust fund, visit www.musictherapytrust.com.

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